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IMPROVE QUALITY OF E-LOYALTY IN ONLINE FOOD DELIVERY SERVICES :  
A CASE OF INDONESIA 1ROMI ILHAM 1STIE Perbanas Surabaya,  
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1romi\_ilham@perbanas.ac.id ABSTRACT This study aims to improve e-loyalty by analyzing the effect of e-service quality on customer e-loyalty through e-satisfaction in online food service delivery. This research uses quantitative approach with survey method. The population in this study were customers who had used online food service with a sample of 320 respondents. Data analysis using SEM-PLS (Partial Least Square) with Smart-PLS software. The results showed that e-service quality positively affects e-loyalty and e-satisfaction, e-satisfaction has positive affect on customer e-loyalty and e-service quality positively affect e-loyalty of customer through e- satisfaction. It can be concluded that e-satisfaction mediates the influence of e-service quality on e-loyalty of online food service customers, so e-service quality and e-satisfaction is required to improve e-loyalty. Keywords: e-service quality, e-satisfaction, e-loyalty, e-commerce. 1. INTRODUCTION Utilization of smartphone technology can be regarded as one of the innovative ways to help companies improve their business performance in the market. The business activities of a company virtually using information technology are known as E-commerce (Guo et al, 2012). E-commerce in the culinary industry has penetrated the application of smartphones, With the information technology such as Mobile E-commerce has brought great impact for various industries, not only in the field of fashion business or electronic equipment, but also in the field of culinary industry. With the presence of food delivery services to provide convenience to consumers in getting the food products they want. In this case the quality of service to be one measure of success in providing assurance as a satisfaction for consumers, with quality service delivery between good food then it can increase customer satisfaction that impact on increasing customer loyalty. The company is currently required to maintain a good reputation in the eyes of consumers, thus the quality of service becomes an important factor to note. Satisfaction with electronic

media will be determined by the perceived quality of e-service quality (Sabiote et al, 2012). E-service quality will lead to better customer satisfaction. The dimensions of e-service quality can be seen from several perspectives such as security, reliability, responsiveness, delivery, communication (Zeithaml, Bitner, & Gremler, 2009). In the context of e-commerce, satisfaction is defined as customer satisfaction with respect to its purchasing experience through e-commerce companies (Sabiote et al., 2012). E-satisfaction can be regarded as a feeling that benefits the customer related to the company's relationship (Ghalandari et al., 2012). By improving customer e-satisfaction, can lead to customer loyalty, forming recommendations and word of mouth that benefit the company (Komara, 2013). There are four dimensions in e-satisfaction such as usefulness, enjoyment, past experience and decision (Zeithaml et al., 2009). Customer loyalty is required by the company for the company to grow well. Loyalty is defined as a customer mindset that is good to the company, committed to buy back products / services and recommend to others (Pearson, 1996). While e-loyalty is a commitment to re-visit the site consistently preferring shopping on that site than any other site (Cyr, Head, & Ivanov, 2009). There are two dimensions, including attitude and commitment (Rolph & Srinivasan, 2003). With the e-commerce technology that accompanied the increase in business in the culinary field, then comes the online food delivery services are currently in great demand, especially in big cities. Go-jek as a pioneer service company engaged in the field of land transportation in Indonesia has 900,000 motorcycle taxi drivers who have utilized e-commerce facilities to support the implementation of strategy and add to the category of service, one of which is the category of Go-food which is the service between food. The phenomenon that occurs today is Go-jek, Go-food app users reach higher numbers than consumers who directly take advantage of the site of the restaurant.

2. REVIEW OF LITERATURE There is some research on e-service quality, e-satisfaction, and e-loyalty, where e- service quality, e-satisfaction that can improve e- loyalty, the object used in this study is the country of Indonesia where the largest population in Southeast Asia, however most difficult to accept technological sophistication. E-service quality and e-satisfaction: There have been several studies that have been done with the topic of e-service quality and its dimensions. According to Santos (2003), e-service quality can be described as a whole as a customer perception or evaluation of electronic service experience online. Several different measurement techniques have been developed to measure service quality. The e- service quality dimension put forward by Barnes & Vidgen (2014) proposed a Web Quality scale with five key dimensions: tangibles, reliability, assurance, responsiveness and empathy to analysis online. According to Wolfinbarger & Gilly (2003) dimension of e-service quality consists of website design, reliability, security, customer service. Meanwhile, according to Zeithaml (2009), dimensions of e-service quality can be seen from several perspectives such as security, reliability, responsiveness, delivery, communication. In the study of Valarie A. Zeithaml, (2002), he found the antecedents of e-satisfaction consist of ease of shopping, product information, website design, and payment security. This is also confirmed by the results of research conducted by Evanschitzky, Kenning, & Vogel (2004). The four factors (ease of shopping, product information, and website design) can be categorized into e-service quality. This relationship is supported by research Chang, Wang, & Yang (2009) and Ghane, Fathian, & Gholamian (2011) which shows that the four dimensions of e-service quality are from Wolfinbarger & Gilly (2003) able to increase consumer satisfaction, and there is significant influence between e-service quality with e- satisfaction. states that customer satisfaction is an important source of competitive advantage and can lead to customer loyalty and repeat purchase (Lewin, 2009). H1: E-service quality has a positive effect on e- satisfaction E-service quality and e-loyalty : Previous research from Chang (2009) shows that the four

dimensions of e-service quality are from Wolfinbarger & Gilly (2003) which has been described previously has a positive effect on consumer loyalty on the website through e- satisfaction as an intervening. This relationship is supported by research Chang (2009) and Tsai, Yang, & Cheng (2014) which says that there is a significant relationship between e-service quality and e-loyalty. H2: E-Service quality positively affects e-loyalty. E- satisfaction and e-loyalty : E-satisfaction positively affects e-loyalty, but e-loyalty will only be formed if other factors are also met (Oliver, 1999). Therefore, e-satisfaction has an important role in the formation of e-loyalty and also has a correlation with other factors (Tsai et al., 2014). Tsai (2014) pointed out that e-satisfaction is the key to building corporate relationships with consumers in online business. This is in line with the statement Kotler & Keller (2015) which states that the key to retaining customers is customer satisfaction. In research conducted Kim, Ng, & Kim (2009) and Anderson & Swaminathan (2014) states that e- satisfaction has a positive effect on e-loyalty. H3: E-Satisfaction has a positive effect on e-loyalty. E-service quality, e-satisfaction and e-loyalty :E- satisfaction has an important role in the formation of e-loyalty and also has a correlation with other factors (Tsai et al., 2014). Customers will be loyal and re-use their products / services when they feel satisfied (Tsai et al., 2014). E-service quality and e- satisfaction are the variables that play a key role in building e-loyalty of online customers (Romadhoni, Hadiwidjojo, Noermijati, & Aisjah, 2015). Service quality and consumer satisfaction should reduce complaints and increase loyalty (Rauyruen & Miller, 2006) H4: E-Service Quality positively affects e-loyalty through e-Satisfaction. There are four hypotheses in order to follow up the study and see if the e-service quality variable positively affects e-loyalty through e- satisfaction. H1: E-service quality has a positive effect on e- satisfaction. H2: E-Service quality positively affects e-loyalty H3: E-Satisfaction has a positive effect on e-loyalty. H4: E-Service Quality positively affects e-loyalty through e-Satisfaction Fig 1: Theoretical Thinking Framework e-satisfaction, e-service and e-loyalty 3. RESEARCH METHOD This research uses quantitative approach, is a research method based on the philosophy of positivism used to examine the population or a particular sample, and sampling techniques are generally done randomly. Data collection using research instrument, with quantitative data analysis that has the purpose of testing the test hypothesis that has been set (Sugiyono, 2015). Populations in social research are usually defined as subject groups to be subjected to generalization of research results, having shared characteristics or characteristics that distinguish them from other subject groups (Sugiyono, 2015). The number of samples in this study 320 respondents with the criteria of purposive sampling is the questionnaire is only filled by respondents who have used the service between food Go-jek with Go-food category. The data used are primary data obtained directly from respondents by researchers. The survey technique is done by distributing an online questionnaire created using google form, then the link is distributed to group discussion, social media and email. Analysis technique using Partial Least Square (PLS) as data analysis tool, because Smart PLS based covariance, then the number of respondents above 75 is enough to produce good analysis (Joseph F. Hair, Ringle, & Sarstedt, 2011). With the following steps: 1) Prepare the path diagram, 2) Determine the structural equation, 3) Confidentiality Criteria (convergent validity, discriminant validity, composite reliability, R- Squared). Operational variable: There are three variables (e- service quality, e- satisfaction, e-loyalty) then developed as many as 11 indicators are poured in the form of statements in a questionnaire. In more detail, the operational variables can be seen in Table 1. Table 1: Operational variable 4. ANALYSIS AND DISCUSSION Characteristics of respondents in this study are demographic characteristics that include gender, age, and use of food services foods with Go-jek Go-food category in a month. This characteristic aims to find out the demographic picture of the research

sample. Here is a description of the profile based on the sex of the respondent can be seen in table 2. Table 2: Percentage gender Based on table 2 it can be seen that the majority of female respondents are mostly using Go-Jek Go-food category service with the number of 203 people (63%) while the male sex is 117 people (37%). The female gender dominates service as it may be Go-food has fast, fast food delivery service and can be monitored through applications. Table 3: Percentage age distribution Based on table 3 it can be seen that the majority of respondents have aged about 16 - 25 years with the number of 127 people (40.0%), followed by the age of 26-35 years with the number of 74 people (23.0%). The age of 16-25 years dominates the Go-Jek category Go-food food service because it is possible that young people have become accustomed to using information technology. Table 4: Percentage of used online food delivery Based on table 4 it can be seen that the majority of respondents use inter-food service with the frequency 4-6 times a month with the number of 204 people (64.0%), followed by frequency 1-3 times in a month with the number of 74 people (23.0%). In this case the dominant respondent is the frequency 4 - 6 times because maybe with the food service Go-food has many food menu choices, in this case Go-jek has cooperated with more than 125.000 merchant Analysis in this research using SEM-PLS method. SEM-PLS method is divided into two namely, outer model and inner model. Outer model in SEM-PLS is divided into two namely, Explanatory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). EFA is used if the indicators used to measure latent variables are formative and CFAs are used if the indicators used to measure latent variables are reflective. In this study the indicators used in measuring latent variables are reflective. Outer model is performed if the indicators used to measure the latent variables more than one, if only one then, not done outer model analysis. Validity and reliability: Convergence validity of measurement model with reflexive indicator is judged by correlation between item score / component score with construct score calculated with PLS. The individual reflexive size is said to be high if it correlates more than 0.70 with the constructs you want to measure. However, for the initial stage of development of a scale of measurement values of 0.5 to 0.60 values is considered sufficient (Chin, 1998). Besides, to know the indicator is the construct of these variables can be seen through the t-statistic value greater than 1.96 (Ghozali, 2008). Table 5: Convergent Validity Outer Model: Outer model in this study using Confirmatory Factor Analysis because the indicators that measure latent variables in this study are reflective. Results of Confirmatory Factor Analysis of the three latent variables in this study indicate that all values loading factor indicator more than 0.4 and AVE value more than 0.5, it can be concluded the valid indicator against variables in the measured. All values of Composite reliability of more than 0.7, it can be concluded all reliable indicators of variables in the measured. From the results of validity and reliability testing it can be concluded all indicators are able to measure well the variables in the measure. 1) Security, Communication, Reliability, Responsiveness, and Delivery able to measure well E-Service Quality variables. 2) Attitude and Commitment able to measure well E-Loyalty variable 3) Usefulness, Enjoyment, Past Experient, Decision able to measure well variable E- Satisfaction The results of Confirmatory Factor Analysis are presented in Table 6 and Figure 2 Table 6: Value AVE and composite reliability Fig 2: Result of SEM-PLS Inner model: After the Confirmatory Factor Analysis and indicators have been able to measure well the latent variables, then done inner model analysis. Inner model analysis is done to find out the relationship between latent variables and to conclude the research hypothesis received or rejected. Criteria testing hypothesis test that is, if t- statistic value > 1,96 with alpha assumption (fault tolerance 5%) hence can be concluded that relation of two latent variable significant (hypothesis accepted) and vice versa. The results of inner model analysis for inter-latent variables presented in the Table 7.

Table 7: Path Coefficients and T-Statistics The result of the first hypothesis test is the relation of e-Service Quality to e-Satisfaction variable showing path coefficient value  $0.721454 > 0$  (positive) and t-statistic value  $15.976178 > 1.96$ . Based on these results can be concluded that e- service quality positively effect e-satisfaction (H1 accepted). By improving e-service quality including ease of shopping, product information, website design and payment security can improve e- satisfaction. This is in line with previous research ever conducted by Valarie A. Zeithaml, (2002), Evanschitzky, Kenning, & Vogel (2004), Chang, Wang, & Yang (2009), Ghane, Fathian, & Gholamian (2011), and Wolfinbarger & Gilly (2003) who stated that good e-service quality can improve e-satisfaction. E-service quality is measured by five indicators. On the security side, Go-jek provides Go-pay services which are electronic payment processes, so customers can order food for their friends or loved ones, with electronic payments customers feel more secure and comfortable and not bothered with change. In the communication side, Go-jek is training the drivers to communicate communicatively with customers so that they are more politely. In the Reliability side, Go-jek always updated the menu and prices of its merchants, and Go-jek always gave fix prices instead of estimates, by enforcing this to make customers feel comfortable and satisfied. In the Responsiveness side, Go-jek has arranged the deployment of the drivers, so that every customer who does the transaction does not feel far away. While in the app, the user's view and the speed of the application becomes very important to be noticed by Go-jek. In the Delivery side, Go-jek provides Map facility that is connected with gps so that it can see the existence of the driver position in real-time, so that the customer are satisfied. Taking into account the quality of services applied to the app can improve customer satisfaction in using Go- jek apps. H1: e-service quality has a significant effect on e-Satisfaction The result of second hypothesis is the relation of e-service quality variable with e-loyalty shows path coefficient value  $0.481186 > 0$  (positive) and t-statistic value  $5.932233 > 1.96$ . Based on these results can be concluded that e-Service Quality positively influence on e-Loyalty (H2 accepted). Improving e-service quality including ease of shopping, product information, website design and payment security can increase e-loyalty customer loyalty to re-use applications. This is in line with previous research ever conducted by Chang (2009), Wolfinbarger & Gilly (2003), Tsai, Yang, & Cheng (2014), and Shukri, Yazid, Khatibi, & Azam (2017) who stated that good e-service quality can improve e-loyalty. E-service quality measured by five indicators can improve customer e-loyalty. With pay attention to e-service quality, Go-jek has implemented a service facility where customers feel that the application is safe, the data provided by the application is reliable, the speed application (responsiveness) and with a friendly display (communication), and delivery of goods that are fast and can be traced (delivery). This is why the customers are reusing Go-jek application. H2: e- service quality has significant effect on e-loyalty. The result of the third hypothesis test is the relation of e-Satisfaction variable with e-loyalty shows path coefficient value  $0.274921 > 0$  (positive) and t-statistic value  $3.242283 > 1.96$ . Based on these results can be concluded that e-Satisfaction positive effect on e-Loyalty (H3 accepted). By improving e-satisfaction can build a firm relationship with the consumer online business, this can be called e- loyalty. The key to keeping customers back for using Go-food facilities from Go-jek, is the satisfaction of using the app. This is in line with previous research ever conducted by Oliver, (1999), Tsai, Yang, & Cheng (2014), Kotler & Keller (2015), Kim, Ng, & Kim (2009) and Anderson & Swaminathan (2014) who stated that good e-satisfaction can improve e-loyalty. In this study E- satisfaction is measured using four indicators. Benefits from Go-food app users in ordering the desired food (usefulness), ease of using the application and transaction process can create a sense of convenience for the customer (enjoyment). Experience in using fun apps can get customers to order

their meals by using Go-jek category Go-food app again. To satisfy customers, Go-jek has put together a semantic method of managing the big data on which the user can know the best seller food, the location of nearby foods and promotions from the merchants. H3: e-satisfaction has a significant effect on e-loyalty.  $VAF = \text{Indirect Influence} / (\text{Total Influence})$   
 $\text{Total Influence} = EQ \rightarrow ES \ 0,721454 * ES \rightarrow EL \ 0,274921 = 0,198343 + ES \rightarrow EL \ 0,481186 = 0,679529$   
 $\text{Indirect Influence} = 0,198343$   
 $\text{Total Influence} = 0,679529$   
 $VAF = 0,198343 / 0,679529 = 0,291883 = 29.18\% > 20\%$   
 The result of the fourth hypothesis test is the relation of e-service quality variable to e-loyalty through e-satisfaction indicating the value of  $VAF > 20\%$  then it can be concluded e-Satisfaction mediate the influence of e-Service Quality to e- Loyalty and all positive value path coefficient. It can be concluded that e-Service Quality positively affects e-Loyalty through e-Satisfaction (hypothesis 4 accepted). This is in line with previous research ever conducted by Ghane, (2011) Tsai, Yang, & Cheng (2014), Romadhoni, Hadiwidjojo, Noermijati, & Aisjah (2015) Sativa & Astuti, (2016) and Shukri, Yazid, Khatibi, & Azam (2017). Based on hypotheses one, two and three, e-service quality and e-satisfaction have positive effect on e- loyalty, so considering the quality of service from the application can cause satisfaction, and the satisfaction of the customer can make the customer re-use Go-jek application.

### 5. CONCLUSION

E-commerce in Indonesia is growing with the presence of smartphone technology, in this case the company must be able to keep up with the times when information technology as a means to competitive advantage of the company. Based on research and interview data, e-service quality and e- satisfaction are the key variables to improve e- loyalty. In various literature has proven in the era of information technology the way consumers in buying goods has changed, here the company is required to change how to sell and market the product, how to serve consumers to consumers feel satisfied and generate customer loyalty.

#### 5.1 Theoretical and Managerial Implications

For the managerial side, in order to increase customer loyalty, customers must first be satisfied with various facilities, so that customers are satisfied and comfortable in using application services, when customers feel satisfied then most likely to re-use the application will be greater. For development in the field of study, that the rapid development of information systems in the field of ecommerce affect how to serve and meet customer satisfaction. Based on previous research studies on e-service quality, e satisfaction and e-loyalty have proved that e-service quality and e-satisfaction is an important key in improving e-loyalty. Therefore, customer service and satisfaction are the key to improving customer loyalty.

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FIGURES AND TABLES

Figure 1: Theoretical Thinking Framework E-Satisfaction, E-Service And E-Loyalty

Table 1: Operational Variable Variable Operational Definition Indicator

Source e-service quality e-satisfaction e-loyalty

The extent to which the website facilitates shopping, purchasing and delivery of products and services effectively and efficiently. Size between customer expectations with product or service company as long as the customer uses products or services of the enterprise A tendency to buy and or use again a product or service. Security Communication Reliability Responsiveness Delivery Usefulness Enjoyment Past Experience Decision Attitude Commitment (Zeithaml et al., 2009) (Ghane et al., 2011) (Rolph & Srinivasan, 2003)

Table 2: Percentage Gender Gender Frequency Perc(%)en)tage Male 117  
 Female 203 Total 320 37 % 63 % 100% Table 3: Percentage Age  
 Distribution Age Frequency Percentage (%) <=16thn 16 – 25 thn 26 – 35  
 thn 36 – 45 thn 46 – 55 thn >= 56 thn Total 16 5 % 127 40 % 74 23 %  
 64 20 % 32 10 % 7 2 % 320 100% Table 4: Percentage Of Used Online  
 Food Delivery Frequency Respondent Percentage (%) 1 – 3 times 4 – 6  
 times >= 7 times Total 74 23 % 204 64 % 42 13 % 320 100% Table 5:  
 Convergent Validity Var Indicator Loading Valid/ Factor Not Valid EL1  
 EL2 EQ EQ1 EQ2 EQ3 EQ4 EQ5 ES ES1 ES2 ES3 ES4 0,732406 0,885575  
 0,802482 0,792649 0,569969 0,778176 0,567458 0,851951 0,752427  
 0,778916 0,849318 valid valid valid valid valid valid valid valid valid  
 valid Figure 2: Result Of SEM-PLS Table 6: Value AVE And Composite  
 Reliability AVE EL (e-loyalty) 0,660331 EQ (e-service quality) 0,504940 ES  
 (e-satisfaction 0,655005 Composite Reliability 0,793965 0,832756  
 0,883347 R Square 0,461379 - 0,552987 Table 7: Path Coefficients And T-  
 Statistics Path Coefficient T Statistics e-service quality ? e-loyalty  
 0,481186 5,932233 e-service quality ? e-satisfaction 0,721454 15,976178  
 e-satisfaction ? e-loyalty 0,274921 3,242283 Significant Significant  
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